

RTD Alcoholic Drinks - China - June 2017

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“China’s RTD alcoholic drinks market is estimated to be slowly recovering in 2017 in both volume and value sales from its significant fall in 2016. Companies and brands were relying too much on marketing and ignoring the products per se, which contributed to the market’s sudden rise as well as causing the sudden fall.”

– **Lei Li, Research Analyst**

This report looks at the following areas:

- How can RTD alcoholic drinks attract female consumers?
- How should RTD alcoholic drinks differentiate and focus on product quality (eg flavours and ingredients)?
- How should RTD alcoholic drinks position towards occasions and lifestyles?

Upgrading the quality of RTD (Ready-to-drink) alcoholic drinks via proofing and highlighting “authenticity” would be the key to category success. Consumers have grown more sophisticated and can sniff out watered-down attempts at authenticity. To rebuild consumer confidence and trust again towards RTD alcoholic drinks, companies and brands ought to focus more on product innovations, specifically flavour and ingredient innovations that could be a measure of credibility, in order for future development and growth.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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